

Ser. No. 10/579,053
Art Unit 2614
Amendment dated February 7, 2011
Reply to Office Action of May 26, 2010

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

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5. (original) The system according to claim 1, wherein said dialing server is configured to communicate with any combination of participants and communication devices via any of a group of communication protocols including interactive television, cable or satellite.

6. (original) The system according to claim 1, wherein said first server comprises a scheduler for allocating time slots available for communication via said second dialing server.

7. (currently amended) A method for communicating with a plurality of participants, said method comprising the step of:

a directing party independently controlling, in real-time, the

simultaneous communication with the plurality of participants in real-time.

8. (currently amended) The method according to claim 7, wherein said step of independently controlling comprises the steps of:

controlling the entire dialing and broadcasting process between the directing

party and the plurality of participants, said process comprising any of a group

of actions including initiating the simultaneous communication and preparing

the script; and

statistically analyzing the responses, in real time, of the plurality of
participants to said simultaneous communication.

9. (currently amended) The method according to claim 8, wherein said step of independently controlling comprises the step of:

terminating the simultaneous communication, in real time, after an analysis of the responses from a percentage of the plurality of participants.

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10. (original) The method according to claim 7, wherein said simultaneous communication comprises any of a group of services including polling, consumer surveys, sending messages, sending alerts and conducting interviews.

11. (currently amended) The method according to claim 8, wherein said step of initiating comprises the steps of:

preparing a distribution list associated with said plurality of participants;

filtering said distribution list in accordance with the type of communication being conducted, prior to initiating the communication;

constructing a script associated with the type of communication being conducted; and

distributing the script to the filtered distribution list.

12. (original) The method according to claim 11, wherein said distribution list comprises any of a group of lists including telephone numbers, email addresses, account numbers and cable IDs.

13. (original) The method according to claim 11, wherein said step of constructing a script comprises the step of defining and recording any of a group of elements including messages, questions and possible alternative answers to said questions.

14. (original) The method according to claim 11, wherein said step of constructing a script comprises the step of permitting the plurality of participants to transfer to a human resource for specific interactive discussions.

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questions in any of a group of communication methods including DTMF, SMS, voice and via interactive television.

16. (currently amended) The method according to claim 8, wherein said step of initiating comprises the steps of:

defining the at least one time period to be associated with the communication; and

defining the a recurrence interval of the communication.

17. (original) The method according to claim 7, further comprising the step of determining the availability and cost of the service to be provided.

18. (original) The method according to claim 17, wherein said step of determining comprises the steps of:

determining the telephony resources available;

calculating the length of each call; and

determining the number of telephones required for the service, based on the length of each call and the size of the distribution list.

19. (original) The method according to claim 19, wherein said step of determining comprises the step of:

the directing party allocating a level of priority to the communication.

20. (original) The method according to claim 19, wherein said step of determining further comprising the steps of:

the system denying the service due to shortage of resources available at the time period requested; and